MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

MAD2043 – E-MARKETING

(All sections / Groups)

08 MARCH 2018
9.00 a.m. - 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 3 pages including this cover page with 5 questions only.

2. Answer any **FOUR** out of the FIVE questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the answer booklet provided.

Answer four of the five questions listed below.

1. Personal selling is a tactic often used in Integrated Marketing Communication strategies. When it comes to E-Marketing, often companies turn to "chatbots" as their tool for this tactic. Explain in detail three (3) advantages and two (2) disadvantages of using chatbots for E-Marketing. (20 Marks)

2. Search Engine Optimization (SEO) is the process of manipulating the online visibility of a website or a web page in a web search engine's results without having to pay for it.

    a. Explain how SEO works and discuss two (2) methods to improve the SEO for a website. (10 marks)

    b. With mobile search getting more popular, users are beginning to use voice-based methods to search (eg. Ok Google, Hello Alexa & Hey Siri). Discuss two (2) strategies for brands to develop voice-optimized content. (10 marks)

3. With the rise of user generated content and social media platforms comes the rise of influencers or "internet celebrities".

    a. Define Influencer Marketing and what is the advantage of this strategy? (5 marks)

    b. Discuss two (2) strategies to detect Fake Influencers. (5 marks)

    c. Give two (2) examples of real influencers, who are they, what platforms do they use and how do they "influence" their followers. (10 marks)

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4. The Faculty of Creative Multimedia would like an E-Marketing campaign to promote the new diploma programme – Diploma in Creative Multimedia. The objective is to build awareness about the new diploma programme and to gain 30 new students by the June 2018 trimester.

    a. Who is the target audience for this campaign? Create a profile of this target audience. (5 marks)

    b. Based on the target audience and objective, how would you use the RACE or AIDA model to plan an E-Marketing strategy for the Faculty of Creative Multimedia? Explain each step in detail, the tools used, the content strategies and the metrics involved. (15 marks)

5. According to Forbes (2015), the generation after Millennials, Generation Z, are defined as people born from the mid 1990's to the early 2010's.

    a. How would you market to a Gen Z target audience using Instagram? Discuss two (2) marketing strategies. (10 marks)

    b. Explain in detail four (4) different types of content you would use on social media platforms to appeal to Gen Z users. (10 marks)

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